

THE **NEW** **ATLAS MAJOR** 10/12 CWT.



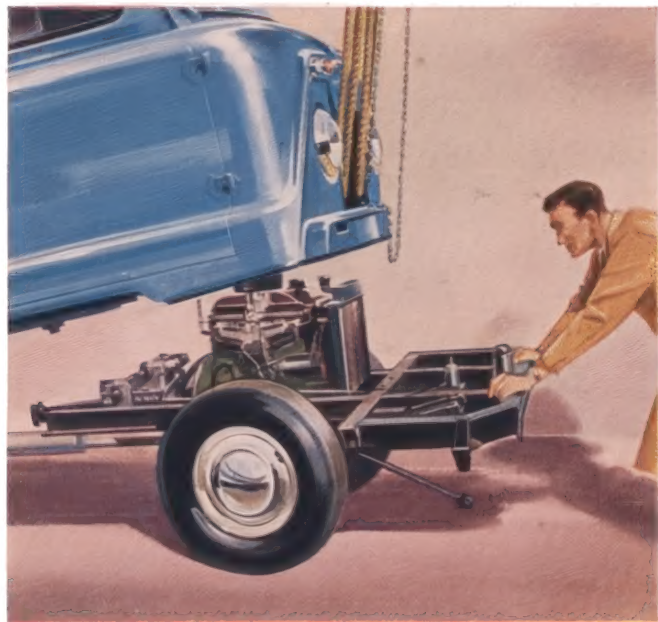
-MORE POWER TO THE ATLAS

ATLAS MAJOR

Long-distance version of the wonderful 948 c.c. ATLAS

HERE'S news for everyone who uses vans over a wide area. The famous ATLAS 10/12 cwt. is now available with a powerful 1670 c.c. version of the famous Vanguard engine. This is the new ATLAS MAJOR long-distance model—a perfect balance of load capacity, compactness and ease of operation.

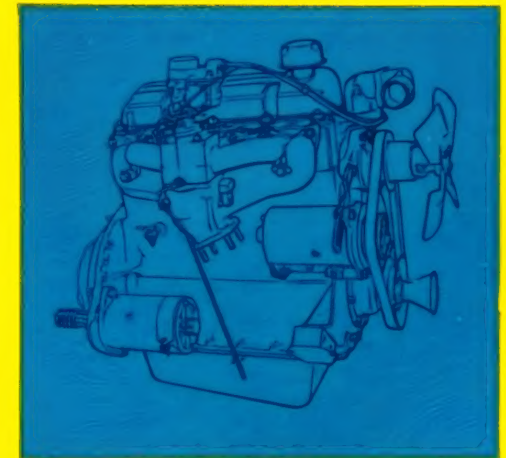
The new ATLAS MAJOR has all the unique features of the ATLAS 948 c.c. range; a bigger capacity than any other vehicle in its class; a hairpin-tight turning circle; unmatched ease of servicing; Standard-Triumph qualities of engineering.



UP AND AWAY

Because of its unique chassis and sub-frame arrangement the ATLAS MAJOR engine, gearbox and suspension can be removed for servicing as one complete unit and quicker maintenance means maximum running hours with less cost.

SERVICE TIME CUT BY HOURS



A VERSION OF THE VANGUARD ENGINE WITH THE FAMOUS WET LINERS

This is the 1670 c.c. version of the Vanguard engine which has won fame for the Standard Vanguard and Triumph T.R.3. Compression ratio is 7 : 1. 57 B.H.P. gives you remarkable economy with the power you need under all conditions. Lively acceleration takes you swiftly through town traffic; a reserve of power makes possible effortless cruising speeds on the open road. The replaceable wet liners mean longer life, and lower overhaul costs.

INSIDE STORY of the biggest load carrier on seven feet!



The ATLAS MAJOR packs a load of 180 cu. ft.—all on a 7 ft. wheelbase. This is a greater capacity than any other vehicle with a similar payload. The main goods compartment is 92" long, 63" wide, 55" high. There's additional space beside the driver when no passenger is carried.

A large rear door, nearly 4 ft. by 3 ft. 6 in., and a low floor height make packing heavy or awkward goods a simple matter. And the average man will not be cramped working inside. A side-loading door can also be fitted.

ATLAS MAJOR

- turns like a London taxi!

The ATLAS MAJOR turning circle is far less than that of any other van in its class.

It is only 29 ft.

See what this means in congested streets. Parking is easier, turn-round is quicker. Garaging is simpler, narrow lanes or restricted yards pose no problems.

Hairpin turning saves you money and man hours.



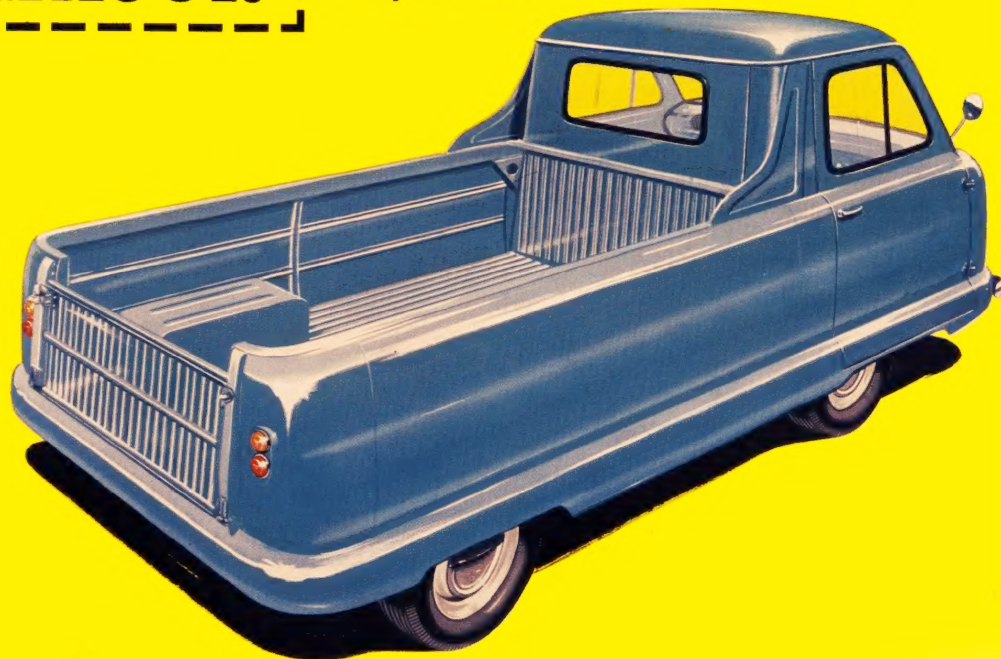
29 ft. TURNING CIRCLE
smallest in its class

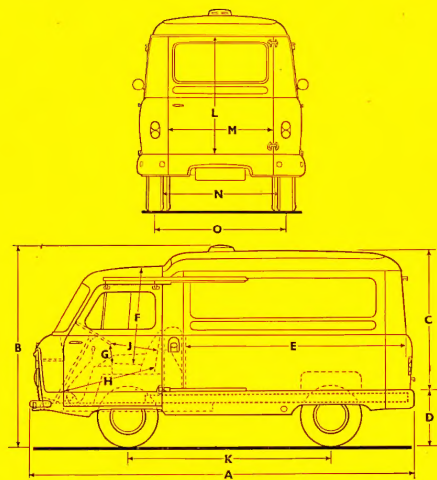
ATLAS MAJOR

10/12 cwt PICK-UP

HERE'S the ideal choice of builders and outdoor workers generally. For quick and versatile loading, the pick-up has no equal. And the ATLAS pick-up has all the virtues of its enclosed brother.

Box-section reinforcing gives extra strength to the truck. A 3-position steel tailboard is fitted, and a large rear window is provided in the cab.





DIMENSIONS		VAN	PICK-UP
A. Overall length	...	13' 4 1/2" (4070 mm.)	13' 4" (4065 mm.)
B. Overall height (unladen)	...	6' 7 3/4" (2025 mm.)	6' 4" (1930 mm.)
C. Floor to roof (max.)	...	55" (1400 mm.)	—
D. Loading height	...	22 1/2" (570 mm.)	22 1/2" (570 mm.)
E. Length of body floor	...	92" (2340 mm.)	92" (2340 mm.)
F. Headroom (Cab)	...	39" (990 mm.)	39" (990 mm.)
G. Steering wheel:			
Clearance from seat	...	8 1/2" (215 mm.)	8 1/2" (215 mm.)
H. Squab to clutch pedal:			
Max.	...	36" (915 mm.)	36" (915 mm.)
Min.	...	34" (865 mm.)	34" (865 mm.)
J. Steering wheel to squab:			
Max.	...	15 1/2" (395 mm.)	15 1/2" (395 mm.)
Min.	...	13 1/2" (345 mm.)	13 1/2" (345 mm.)
K. Wheelbase	...	7' 0" (2135 mm.)	7' 0" (2135 mm.)
Max. interior width	...	63" (1600 mm.)	63" (1600 mm.)
Max. exterior width	...	67" (1700 mm.)	67" (1700 mm.)
Payload floor area	...	42 sq. ft. (3.9 sq. M.)	42 sq. ft. (3.9 sq. M.)
L. Rear door opening height	...	47 1/2" (1205 mm.)	—
M. Rear door opening width	...	42" (1065 mm.)	—
N. Track front wheels	...	3' 9" (1145 mm.)	3' 9" (1145 mm.)
O. Track rear wheels	...	4' 4 1/2" (1340 mm.)	4' 4 1/2" (1340 mm.)
Weight (dry) Van	...	21 1/2 cwt. (1100 kg.)	21 1/2 cwt. (1070 kg.)
Weight (complete) Van	...	22 1/2 cwt. (1140 kg.)	22 cwt. (1120 kg.)

VAN LOAD CAPACITY: 180 cu. ft. 5-1 cu. M.

ATLAS MAJOR

all the FACTS at a glance

BODY

Steel panelled van body, specially treated to resist rust. Curved windscreen. Forward hinged cab doors, sliding windows and pivoting quarter ventilators. Large hinged rear goods door with full-width window. Adjustable bucket seat, Vynide trimmed. P.V.C. headlining.

Instruments

Centrally mounted in fascia: speedometer with trip, fuel gauge, ignition and oil pressure warning light.

Controls

Lights, wiper, from buttons in fascia. Ignition, choke, starter controls at rear of engine cover. Horn button in steering wheel centre. Self-cancelling flashing indicators control on steering column with warning light.

GENERAL EQUIPMENT

Sun vizor. Floor heavily bonderized and painted. Facia parcel shelf. Spare wheel under rear floor. Scuttle vent in cab. Roof ventilator in rear. External locks for driver's and rear door, internal lock for passenger's door. Roof lamp. Rubber flooring in cab. Passenger footrest. Interior layout allows for fitting air conditioner, heater, etc. Jack, wheelbrace, starting handle.

Lighting

Flush-fitting sealed unit headlamps, pre-focus bulbs. Foot dipswitch. Flush-fitting front parking lamps, twin rear/stop lamps. Separate direction indicator lamps, front and rear. Number plate illumination lamp. One electric screen wiper, provision for second blade. Two outside driving mirrors.

PICK-UP BODY

Cab as for van. Large pick-up body with 3-position steel tailboard.

ENGINE

4 Cylinder, 76 mm. bore, 92 mm. stroke. Capacity 1670 c.c. Compression ratio 7 : 1. Centrifugally chill cast nickel chrome iron replaceable cylinder sleeves, in direct contact with cooling water. Aluminium alloy pistons, split skirt. Three bearing crankshaft with integral balance weights. Push-rod overhead valves. 4-bearing camshaft driven by Duplex chain.

Thermostatically controlled cooling system, 6-blade 12 1/2" fan.

Side fuel tank, mechanically operated pump. Downdraught Solex carburettor. Manifold hot spot for quick warming. Combined air cleaner and silencer.

High-capacity oil-pump in sump, filtered. Full flow replaceable cartridge oil cleaner.

Coil ignition, automatic advance. Ventilated dynamo.

Buoyant power flexible mounting for engine and gearbox unit.

Exhaust system flexibly mounted. Cast iron flywheel with hardened steel starter gear ring.

TRANSMISSION

Single dry plate 8" clutch, hydraulic operation. 4-speed gearbox, gear lever centrally mounted. Silent helical gears, synchromesh on top 3 forward ratios.

	Top	3rd	2nd	1st	Reverse
Ratios	1	1.534	2.326	3.91	5.02
	Final drive ratio 4.55.				

All-metal propeller shaft, needle roller bearings. Semi-floating rear axle shafts, taper roller bearings in hubs. Final drive, hypoid bevel gears, taper roller bearings.

SUSPENSION

Front: Transverse leaf spring with anti-roll bar characteristics, telescopic direct acting

heavy duty dampers. Rear: Semi-elliptic springs, controlled by lever arm piston-type dampers. Steel disc wheels, chromium nave plates.

BRAKES

Hydraulic. Two leading shoe for front wheels. Leading and trailing shoe for rear wheels. Alloy cast-iron drums, 9" dia. x 1 1/4" wide front, 8" dia. x 1 1/4" wide rear. Total area 99 sq. in. Handbrake to rear wheels only (mechanical). Pistol-grip lever on steering column.

FRAME

Box section side and cross members. Bolted together in two sections. Front portion detachable for removal of engine, gearbox and front suspension as one complete unit.

JACKING

Four point portable jack.

STEERING

Burman recirculating ball type, steering wheel 16 in. dia. (406 mm.), three spoke. Optional right- or left-hand drive.

TYRES

6-40 x 13" tubeless, or tubed.

ELECTRICAL EQUIPMENT

12 volt large capacity battery.

TURNING CIRCLE

29 feet (8.85 metres).

OPTIONAL EXTRAS

Heater; passenger seat; rear heavy duty shock absorbers; Dunlop heavy duty tyres.

Painted Cornflower Blue, Pearl Grey, Jamaican Yellow or Coffee.

VAN ONLY

Sliding cab doors, side-loading door. (Side-loading door and pivoting, no draught ventilators available with hinged cab doors only).

WEIGHT (approx.)

Dry (excluding extra equipment)	...	...	...	...	21 1/2 cwt.	1100 kg.
Complete (fuel, tools, oil and water)	...	...	...	...	22 1/2 cwt.	1140 kg.
Gross vehicle weight with passenger	...	...	...	...	37 1/2 cwt.	1890 kg.

PERFORMANCE DATA

Engine (7 : 1 compression ratio)	B.H.P.		TORQUE		B.M.E.P.	
Gross	...	...	...	...	57.5 @ 4000	1010 lb. in. @ 2500
Net	...	...	...	...	50.5 @ 4000	1010 lb. in. @ 2100
					Piston Speed at 30 m.p.h. in top gear 1160 ft./min. at 1920 r.p.m.	

VEHICLE PERFORMANCE (Fully laden)

Engine Speeds at:	Top	3rd	2nd	1st	Rev.
10 m.p.h.	...	...	...	...	...
10 km.p.h.	...	...	...	...	...
	645	990	1500	2520	3240
	400	615	935	1570	2020
	Road Speed at 1000 r.p.m. in top gear 15.5 m.p.h.				

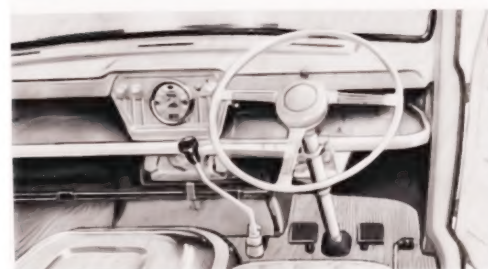
ATLAS MAJOR



HINGED OR SLIDING — you choose

Hinged cab doors are normally fitted on the ATLAS MAJOR. Sliding doors are available at a small extra charge. A hinged side-loading door can also be fitted.

The ATLAS MAJOR is easily adapted for special purposes. Shelves, extra windows, can be incorporated without weakening the body.



FORWARD CONTROL

Drive the ATLAS MAJOR and you drive in comfort. Almost 8 sq. ft. of curved windscreen show you *all* the road.

Forward control increases load spaces and also means better weight distribution. Light steering, a hydraulic clutch, and powerful hydraulic brakes make the ATLAS MAJOR a delight to drive.

The deeply cushioned seat is adjustable. Instruments and controls are all within easy reach. A plastic headlining insulates the driver from heat and cold.

Sliding windows and pivoting quarter vents ensure good lighting and ventilation. Roof light illuminates both cab and goods compartment.



FOR SHORT-HAUL WORK—ATLAS 948 c.c. URBAN DELIVERY MODEL

The ATLAS 948 c.c. will be found the perfect choice where a vehicle is used chiefly for journeys within a small radius.

... and **STAMPART** service wherever you go!

WITH A TWELVE MONTH GUARANTEE OF COURSE

CONDITIONS OF SALE

The goods manufactured by Standard-Triumph Group are supplied with an express warranty which excludes all warranties, conditions and liabilities whatsoever implied by Common Law, Statute and otherwise. The Manufacturer reserves the right to vary the list prices at any time and all goods are invoiced at the prices current on day of delivery, ex-works. The Manufacturer reserves the right on the sale of any vehicle to make before delivery without notice any alterations to or departures from the specification, design or equipment detailed in its various publications. Every precaution has been taken to ensure accuracy, but the Manufacturer accepts no liability for errors or omissions.



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